

Top 10 Merchandising Products Scanned from the 2008 SEMA Show

SEMA used a digital tracking method for the 2008 SEMA Show New Products Showcase, allowing buyers to scan product barcodes with a key fob and receive product details via printout or e-mail.

There were over 40 products entered in the Best New Merchandising Product category. The following are the top 10. See all of the products entered in the New Products Showcase at www.semadigital.com.

1  **PlasmaGlow**
LED Headlight Strobes
480/222-0285
www.plasmaglow.com
P/N: 1065

This Light-Up Countertop Display shows the customer the brightness and intensity of the first LED headlight strobes up close.

6  **Add-On-Auto**
Add.On.Auto
415/495-6000
www.izmocars.com


AOA is an Online Accessories Store that incorporates a high-quality Visual Configurator with a Virtual Inventory System that enables you to sell accessories online.

2  **Auto Meter Products**
Mobile Suitcase Display
866/248-6356
www.autometer.com
P/N: 2


Compact and versatile display can be displayed on a counter top and conveniently closed up for easy storage and transport. Features a power cord to showcase gauge function and illumination.

7  **Portable Parts Washer**
Portable Parts Washer
760/731-1200
www.PortablePartsWasher.com
P/N: KNS-100

Eye-catching packaging visually conveys instant product concept and clear understanding of usage and convenience working as it's own "Silent Salesman" to motivate consumers.

3  **Hitch Critters/
Frogworks**
Hitch Critters
863/514-4520
hitchcritters.com

This merchandise display is an interactive display that shows the critters in action. Available in a single or 4-post version, this display allows retailers to successfully market the critters.

8  **Wrenchware Inc.**
Tire Bowl
951/784-2717
www.wrenchwareinc.com

Comes in own colored box

4  **BedRug by Wise**
BedTred
615/847-2919
www.wiseindustries.com

Rubber-surface truck-bed protection laminated to foam and carpet. Molded to fit like a spray-on liner yet installs like a drop-in liner.

9  **Surf City Garage**
Surf City Garage Pro Detailing Center
714/894-1707
www.surfcitygarage.com
P/N: 708

Powdercoated steel construction featuring adjustable shelving and merchandising wings. Topped with color 3-D vacuum-formed sign promoting our enthusiast grade product line.

5  **Smartwax**
RIMWAX - Countertop Impulse Display
310/674-8135
www.smartwax.com
P/N: DIS_RIMWAX

Perfect for any store or performance shop that sells wheels and car accessories.

10  **Mile Marker Inc.**
MiFi Technology Point-of-Purchase Display
800/886-8647
www.MileMarker.com

Mile Marker's Revolutionary winch control system is demonstrated in a compact display at the point of purchase.